IN THE CLAIMS

Change claims to read as shown below on pages 3 through 9. A marked up version of the prior version of the claims is shown on pages 10 through 18.

<u>Change to:</u>

1. (amended) An organization model by segment of value that supports the development of frames for managing aspects of organization financial performance.

2. (amended) The model of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

3. (amended) The model of claim 1 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value,

process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

4. (amended) The model of claim 1 that supports activities from the group consisting of price optimization, process optimization, project optimization, purchasing optimization, risk transfer optimization, securities development, securities valuation and combinations thereof.

5. (amended) The model of claim 1 where the segments of value are from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

6. (amended) The model of claim 1 where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.

7. (amended) The model of claim 1 where frames are defined by one or more segments of value and one or more aspects of financial performance.

8. (amended) The model of claim 1 that further supports the management of financial performance by enterprise where an enterprise is a single product, a group of products, a division or a company.

9. (amended) The model of claim 1 that supports activities from the group consisting of element performance indicator development, risk quantification by element, factor performance indicator development, risk quantification by external factor, element value driver identification, factor value driver identification, composite variable development for elements of value, composite variable development for external factors, element vector creation, factor vector creation, relative element contribution determination, relative factor contribution determination, identifying element rankings, scenario development, element valuations, factor valuations, segment valuations, defining the efficient frontier, market value matrix quantification, market value matrix reporting, forecasting, component model development, segment model development, option discount rate determination, optimization of one or more aspects of financial performance, what if analyses and combinations thereof for each frame and the organization as a whole.

10. (amended) The model of claim 9 where optimizations are implemented in an automated fashion with the support of organization narrow systems.

11. (amended) The model of claim 9 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

12. (amended) The model of claim 9 where external factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

13. (amended) The model of claim 9 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market volatility risks, strategic risks, contingent liabilities and combinations thereof.

14. (amended) The model of claim 9 where matrix of market value quantification further comprises identifying the value of every cell in the matrix where each cell is defined by the intersection of two axes, the first axis being defined by the segments of value present in the organization and the second axis being defined by the elements of value, external factors and risks that have an impact on organization financial performance by enterprise.

15. (amended) An integrated performance management system, comprising:
    a plurality of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:
        integrate organization related narrow system data, information and functionally in accordance with a common schema;

identify the net value contributions of each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise; and

determine the set of narrow system features that optimizes on or more aspects of organization financial performance.

16. (amended) The system of claim 15 where further processing communicates the optimal feature mix to one or more narrow systems for automated implementation.

17. (amended) The system of claim 16 where automated implementation includes the automated completion of one or more financial service transactions.

18. (amended) The system of claim 15 where further processing displays the set of optimizing features and the net value contributions of each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise using a paper document or electronic display.

19. (amended) The system of claim 15 where the narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance

management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

20. (amended) The system of claim 15 where the data includes historical transaction data, historical descriptive data, historical geospatial data, historical text data, historical linkage data, historical derived data, forecast transaction data, forecast descriptive data, forecast geospatial data, forecast text data, forecast linkage data, forecast derived data and combinations thereof.

21. (amended) The system of claim 15 where the common schema further comprises an xml schema where the data structure is defined by a matrix of value.

22. (amended) The system of claim 15 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee

relationship value, nterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

23. (amended) The system of claim 15 where net element, factor and risk value contributions are the direct contributions to organization value net of any impact on the other elements, factors and risks.

24. (amended) The system of claim 15 where features encapsulate all the different options the organization management has for managing performance.

25. (amended) The system of claim 24 where features include any options for implementing a feature at a future date.

26. (amended) An system integration method, comprising:
    integrating organization related narrow system data, information and functionally in accordance with a common schema to support organization processing.

27. (amended) The method of claim 26 where the common schema contains elements from the group consisting of data dictionary, data structure, metadata and combinations thereof.

28. (amended) The method of claim 27 where the data dictionary defines attributes from the group consisting of account numbers, components of value, currencies, derived data types, elements of value, external factors, risks, time periods, units of measure and combinations thereof.

29. (amended) The method of claim 27 where the metadata complies with an xml metadata standard.

30. (amended) The method of claim 27 where the data structure is defined by a matrix of value that is defined by intersection of two axes, the first axis being defined by the segments of value present in the organization and the second axis being defined by the

elements of value, external factors and risks that have an impact on organization financial performance by enterprise.

31. (amended) The method of claim 30 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

32. (amended) The method of claim 30 where external factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

33. (amended) The method of claim 30 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market volatility risks, strategic risks, contingent liabilities and combinations thereof.

34. (amended) The method of claim 30 where the segments of value are from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

Marked up original:

1. (amended) ~~A computer readable medium having sequences of instructions stored~~ ~~therein, which when executed cause the processors in a plurality of computers that have~~ ~~been connected via a network to perform an organization integration method,~~ ~~comprising:~~ (amended) An organization model by segment of value that supports the development of frames for managing aspects of organization financial performance.

~~mapping organization narrow systems to a common schema; and~~
~~creating tools for organization level management using data from the mapped~~ ~~systems.~~

2. (amended) ~~The computer readable medium of claim 1 where the method further~~ ~~comprises making the tools available for review, modification and use.~~ (amended) The model of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

3. (amended) ~~The method of claim 2 where reviews are completed using a paper~~ ~~document or an electronic display.~~ (amended) The model of claim 1 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value,

information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

4. (amended) ~~The computer readable medium of claim 1 where the common schema includes a common metadata definition, data structure and data dictionary.~~(amended) The model of claim 1 that supports activities from the group consisting of price optimization, process optimization, project optimization, purchasing optimization, risk transfer optimization, securities development, securities valuation and combinations thereof.

5. (amended) ~~The computer readable medium of claim 4 where the data structure is the market value matrix for the organization where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.~~(amended) The model of claim 1 where the segments of value are from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

6. (amended) ~~The computer readable medium of claim 5 where the segments of value are current operation, real options, investments, derivatives, market sentiment and combinations thereof.~~(amended) The model of claim 1 where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.

7. (amended) ~~The computer readable medium of claim 4 where the data dictionary defines account numbers, components of value, currencies, derived data types, elements of value, external factors, risks, units of measure and time periods.~~(amended) The model of claim 1 where frames are defined by one or more segments of value and one or more aspects of financial performance.

8. (amended) ~~The computer readable medium of claim 1 where mapping narrow systems to a common schema further comprises tagging narrow system data with data~~

~~structure designations.~~(amended) The model of claim 1 that further supports the management of financial performance by enterprise where an enterprise is a single product, a group of products, a division or a company.

9. ~~(amended) The computer readable medium of claim 11 where the tags are in xml format.~~(amended) The model of claim 1 that supports activities from the group consisting of element performance indicator development, risk quantification by element, factor performance indicator development, risk quantification by external factor, element value driver identification, factor value driver identification, composite variable development for elements of value, composite variable development for external factors, element vector creation, factor vector creation, relative element contribution determination, relative factor contribution determination, identifying element rankings, scenario development, element valuations, factor valuations, segment valuations, defining the efficient frontier, market value matrix quantification, market value matrix reporting, forecasting, component model development, segment model development, option discount rate determination, optimization of one or more aspects of financial performance, what if analyses and combinations thereof for each frame and the organization as a whole.

10. ~~(amended) The computer readable medium of claim 1 wherein the narrow systems are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems,~~

~~location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.~~(amended) The model of claim 9 where optimizations are implemented in an automated fashion with the support of organization narrow systems.

11. (amended) The ~~computer readable medium~~model of claim ~~1~~9 where the ~~data includes historical data, forecast data~~elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

12. ~~(amended) The computer readable medium of claim 1 where the data includes transaction data, descriptive data, geospatial data, text data, linkage data, derived data and combinations thereof.~~(amended) The model of claim 9 where external factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

13. ~~(amended) The computer readable medium of claim 1 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.~~(amended) The model of claim 9 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market volatility risks, strategic risks, contingent liabilities and combinations thereof.

14. (amended) The computer readable medium of claim 1 where the organization level management tools are performance information, analytical models, lists of improvements that will optimize one or more facets of organization performance, mechanisms for implementing improvements in an automated fashion and combinations thereof.(amended) The model of claim 9 where matrix of market value quantification further comprises identifying the value of every cell in the matrix where each cell is defined by the intersection of two axes, the first axis being defined by the segments of value present in the organization and the second axis being defined by the elements of value, external factors and risks that have an impact on organization financial performance by enterprise.

15. (amended) The computer readable medium of claim 14 where the performance information includes performance indicators, value drivers, composite variables, vectors, relative contributions, element rankings, scenarios, valuations, the efficient frontier, the market value matrix and combinations thereof.(amended) An integrated performance management system, comprising:

a plurality of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate organization related narrow system data, information and functionally in accordance with a common schema;

identify the net value contributions of each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise; and

determine the set of narrow system features that optimizes one or more aspects of organization financial performance.

16. (amended) The computer readable medium of claim 15 where valuations quantify the net element of value contribution to each segment of value by enterprise, quantify the net element of value contribution to market value, quantify the net external factor contribution to each segment of value by enterprise, quantify the net external factor contribution to market value, quantify the net risk contribution to each segment of value by enterprise, quantify the net risk contribution to market value, quantify the contribution of each segment of value to the value of each enterprise, quantify the contribution of

each enterprise to market value, quantify the contribution of each enterprise to organization value, determine the value of each cell in the market value matrix and combinations thereof.(amended) The system of claim 15 where further processing communicates the optimal feature mix to one or more narrow systems for automated implementation.

17. (amended) The computer readable medium of claim 16 wherein net element, factor and risk value contributions are the direct contributions net of any impact on the other elements, factors and risks.(amended) The system of claim 16 where automated implementation includes the automated completion of one or more financial service transactions.

18. (amended) The computer readable medium of claim 16 wherein the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.(amended) The system of claim 15 where further processing displays the set of optimizing features and the net value contributions of each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise using a paper document or electronic display.

19. (amended) The computer readable mediumsystem of claim 4615 where external factorsthe narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems,

demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

20. (amended) ~~The computer readable medium of claim 16 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.~~(amended) The system of claim 15 where the data includes historical transaction data, historical descriptive data, historical geospatial data, historical text data, historical linkage data, historical derived data, forecast transaction data, forecast descriptive data, forecast geospatial data, forecast text data, forecast linkage data, forecast derived data and combinations thereof.

21. (amended) ~~The computer readable medium of claim 16 where an enterprise is a single product, a group of products, a division or an entire company.~~(amended) The system of claim 15 where the common schema further comprises an xml schema where the data structure is defined by a matrix of value.

22. (amended) ~~The computer readable medium of claim 16 where the valuations are completed under a normal, extreme or blended normal-extreme scenarios.~~(amended) The system of claim 15 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk,

market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

23. (amended) ~~The computer readable medium of claim 15 where the analytical models are predictive models, network models, simulation model, optimization models and combinations thereof.~~(amended) The system of claim 15 where net element, factor and risk value contributions are the direct contributions to organization value net of any impact on the other elements, factors and risks.

24. (amended) The ~~computer readable medium~~system of claim ~~23~~15 where features encapsulate all the ~~models are causal models~~different options the organization management has for managing performance.

25. (amended) ~~The computer readable medium of claim 14 where the facets of organization performance being optimized are element contribution, factor impact, expected innovation value, project value, risk impact, short term financial performance, value creation and combinations thereof.~~(amended) The system of claim 24 where features include any options for implementing a feature at a future date.

26. ~~(amended) The computer readable medium of claim 14 where the list of improvements that will optimize one or more facets of organization performance are determined by a genetic algorithm or multi-criteria optimization model.~~(amended) An system integration method, comprising:

   integrating organization related narrow system data, information and functionally in accordance with a common schema to support organization processing.

27. ~~(amended) The computer readable medium of claim 14 where implementing improvement in an automated fashion further comprises completing one or more financial service transactions, directing narrow systems to implement improvements or combinations thereof.~~(amended) The method of claim 26 where the common schema contains elements from the group consisting of data dictionary, data structure, metadata and combinations thereof.

28. (amended) ~~An organization finance system, comprising:~~

   ~~a plurality~~The method ~~of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause~~claim 27 where the ~~processors to:~~

   ~~integrate organization narrow systems in accordance with a matrix of market value;~~
   ~~determine~~data dictionary defines attributes from the ~~current~~ group consisting of account numbers, components of value, currencies, derived data types, elements of value ~~of each cell in the matrix~~, external factors, risks, time periods, units of ~~market value~~measure and ~~the change in the value of each cell over time using the integrated data; and~~
~~display the current matrix of market value and the change in the matrix of market value over time using a paper document or electronic display~~combinations thereof.

29. (amended) ~~An organization integration~~The method~~, comprising:~~
~~integrating raw and derived data from narrow systems to create performance information, analytical models, prioritized lists~~ of ~~improvements for optimizing one or more facets of organization performance, mechanisms for implementing improvements in~~claim 27 where the metadata complies with an ~~automated fashion and combinations thereof~~xml metadata standard.

30. ~~(new) The applications of claim 29 where an organization is a division, an entire company, a multi-company corporation or a value chain.~~(amended) The method of claim 27 where the data structure is defined by a matrix of value that is defined by intersection of two axes, the first axis being defined by the segments of value present in the organization and the second axis being defined by the elements of value, external factors and risks that have an impact on organization financial performance by enterprise.

31. ~~(new) The applications of claim 29 wherein the facets of organization performance being optimized are: element contribution, factor impact, expected innovation value, project value, risk impact, short term financial performance, value creation and combinations thereof~~(amended) The method of claim 30 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

32. ~~(new) The applications off claim 29 where narrow systems are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management~~

~~systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.~~ (amended) The method of claim 30 where external factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

33. ~~(new) The method of claim 29 where implementing improvement in an automated fashion further comprises completing one or more financial service transactions, directing narrow systems to implement improvements or combinations thereof.~~ (amended) The method of claim 30 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market volatility risks, strategic risks, contingent liabilities and combinations thereof.

34. (~~new~~amended) The method of claim ~~29~~30 where the ~~performance information includes: performance indicators,~~ segments of value ~~drivers, composite variables, vectors, relative contributions, rankings, scenarios, valuations,~~ are from the ~~efficient frontier, the~~group consisting of current operation, derivatives, investments, real options, market ~~value matrix~~sentiment and combinations thereof.

35. ~~(new) The method of claim 29 where the analytical models are predictive models, network models, simulation model, optimization models and combinations thereof.~~